

MyPyramid PodCasts

MyPyramid PodCast #5 – MyPyramid Corporate Challenge

Brian Wansink: Hi I'm Dr. Brian Wansink. I'm the Executive Director for USDA's Center for Nutrition Policy and Promotion. We're the people who developed MyPyramid — you know — the food pyramid. But now we want to take things to a whole new level. What we want to do is remind people to eat right and move more everywhere they work and play, and everywhere they purchase and prepare foods.

The pyramid already shows up on a lot of food packaging, but the pyramid also promotes physical activity. What about... the pyramid on running shoes... or on dress shoes... or cell phones, ATMs, water bottles, or even shopping bags, and of course, in stores.

MyPyramid promotes healthy eating and lifestyle choices — but we can't do this by ourselves. We need some help from corporate America to help multiply the message and help nutritional gatekeepers make better choices when they shop and when they prepare food.

That's why we started MyPyramid Corporate Challenge. It's partnering with MyPyramid. Let's see how it works. How can your company be part of the Corporate Challenge? It's as easy as 1, 2, 3. And it's all spelled out in the Action Kit. Here are the three simple documents you need to complete: First, a simple one page Application Form. Second, a Memorandum of Intent. And third, a short description of your Project ideas.

To sign up, go to MyPyramid.gov and click on "Corporate Challenge." There are dozens of ways your company can partner with MyPyramid. And you can also see what other companies have done to get credit for how they are helping America eat better. Your imagination is the limit. So think creatively.

